

# IEEE MGA: Strategy & Direction

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## MGA Mission & Vision

**Vision:** Ensure Quality Member Opportunities Through **Continuous Engagement**

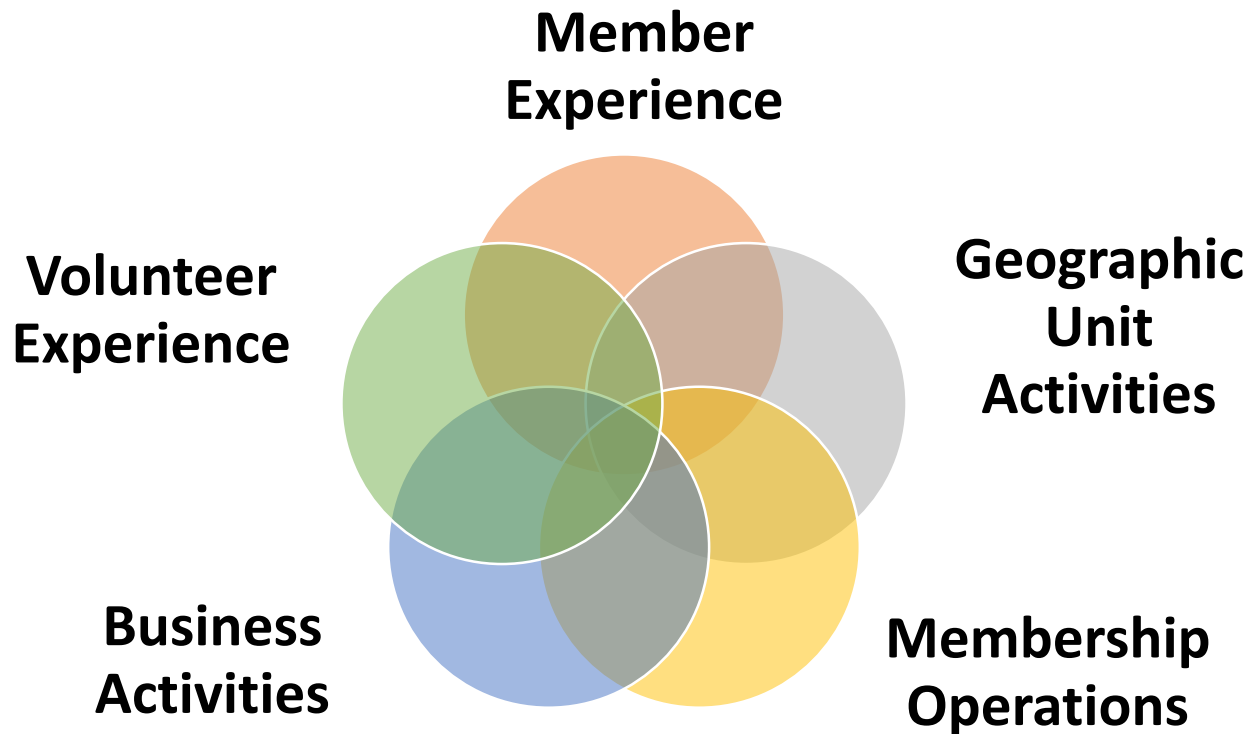
**Mission:** Inspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**

For the purpose of...

- Fulfilling the mission of **IEEE**
- Enhancing the **member's growth** and **development** through their life cycle
- Providing a **professional home**



# Member and Geographic Activities



# Key MGA Functions

- ▶ Member Experience and Operations
  - Member and membership development, member research, member product portfolio mgmt, myIEEE, IEEE.tv,
  - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations membership programs for both [join](#) and [renew](#)
  - IEEE Support (Contact) Center
- ▶ Students, Young Professionals, Women in Engineering, Life Members
- ▶ Admission & Advancement (A&A) and Fellows process support
- ▶ GeoUnit Operations & Activities
- ▶ GeoUnit Formations – Sections, Chapters, Student Branches
- ▶ Volunteer Training
- ▶ Volunteer Tools – vTools, eNotice, EWH, SAMIEEE -> OU Analytics
- ▶ Business owner for IEEE Collabratec™



# 2018 MGA Priority Projects

*SC17 Recommendation – STEM – pre college training (to be lead by Educational Activities)*

<p>Project Description</p>	<ul style="list-style-type: none"> <li>• Develop (or expand existing) training programs and/or create partnerships with external organizations to allow members to provide STEM activities to pre-college students (Provide 'canned' or 'in a box' style demonstrations and presentations that local Sections can deliver to pre-college students.</li> <li>• Re-evaluate a 'Junior IEEE' membership program targeted at pre-college students</li> </ul>
<p>Desired Outcome – Educational Activities Plans for 2018</p>	<ul style="list-style-type: none"> <li>• Teacher in Service Program (TISP)             <ul style="list-style-type: none"> <li>- Awareness-Integrate the program into TryEngineering.org where we have 75,000+ lesson plans being downloaded each month</li> <li>- Outreach - Allow teachers/ school districts to request volunteers to come and do training via</li> <li>- Expense - Integrate TISP training workshops into existing IEEE events, and test virtual training workshops; Expand regional workshop concept like in Region 8</li> <li>- Open Loop - Create a community and training materials for volunteers; Creative incentives for reporting activity; Enable reporting through a “matching” tool on TryEngineering.org</li> </ul> </li> <li>• TryEngineering.org &amp; TryComputing.org combined have over 130 lesson plans that can be utilized</li> </ul>

How can MGA contribute:

- Partnerships with established organizations that are tied to teaching ensuring IEEE Branding, local volunteers can be utilized for teaching/training and technical content
- Generating competitions or partnering with existing competitions (i.e. Robotics Science Fairs, Maker fairs)
- Certificate program with IEEE Branding for nextGen IEEE (not a formal junior membership)
- Focusing on middle schools locally as this age group is the most influential in getting those involved in STEM.



# 2018 MGA Priority Projects

*SC17 Recommendation – Industry/Academia/Government/Collaborations/Partnerships  
(to be lead by IEEE Industry Engagement Committee)*

<p>Project Description</p>	<ul style="list-style-type: none"> <li>• Strengthen and recognize Industry/Academia/Government Collaboration/Partnerships</li> <li>• Create a Section Award for Industry/Academia/Volunteer Collaboration</li> <li>• Organize multidisciplinary Industry/Academia/Volunteer/Government events focused on 'hot' issues</li> <li>• Develop a public communications platform to develop projects and share results</li> <li>• Create a 'dating' platform to communication Industry issues searching for solutions and possible 'applications' of research results</li> </ul>
<p>Desired Outcome – IEEE Industry Engagement Committee Plans for 2018</p>	<ul style="list-style-type: none"> <li>• New-style industry conference (Infrastructure Conference, focusing on challenges of scale (Twitter))</li> <li>• Corporate Partnership Program Pilot</li> <li>• Corporate Membership Opportunities</li> <li>• Confluence Event</li> <li>• Industry Advisory Board Meeting</li> <li>• Young Professionals Industry Sub-Committee</li> <li>• Industry Ambassadors</li> <li>• Marketing and Communication Channels, including social media presence</li> </ul>

How can MGA contribute:

- MGA or Section point of contacts/liaison; front line of communications and engagement happens at local level
- Identify Section(s) that have experiences with industry and can provide best practices or what not to do
- Industry today is very region specific and topical, MGA can provide guidance on the geographic interests

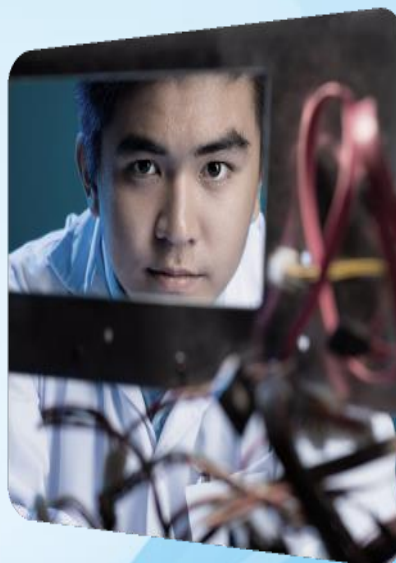


# 2018 MGA Priority Projects

*SC17 Recommendation – Corporate Membership (to be lead by IEEE Corporate)*

Project Description	<ul style="list-style-type: none"><li>• Develop an incentive program for corporations to join IEEE as a 'Corporate Member'</li></ul>
Desired Outcome	<ul style="list-style-type: none"><li>• Develop process around ability to offer subsidized company sponsored membership</li><li>• Develop process for industry member retention (Will align with industry engagement efforts IEEE wide)</li></ul>





**Thank You!**

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# Appendix

# 2018 MGA Priority Projects

## *IEEE Collabratec Engagement and Expansion*

Project Description	<ul style="list-style-type: none"><li>• To drive member engagement and growth. Focus on community engagement &amp; development</li><li>• Development focus will be on new features, Groups, enhanced personalization and mobile space</li><li>• Marketing will focus on launch of mobile app, engaging audience. To be measured via time on the site, return visitor ratio, % of active members on platform</li></ul>
Desired Outcome	<ul style="list-style-type: none"><li>• Proliferation of Members-only communities by IEEE organization units, e.g. Sections</li><li>• Implementation of platform collaborative filtering engine and badging and gamification</li><li>• Expanded Network and increased platform engagement</li></ul>

### Deliverables:

- Transfer of Membership Directory into Collabratec (31 Jan 18) - complete
- Marketing of Membership Directory (late February 18)
- GDPR Compliance (May 2018)
- Collaborative Filtering Engine available (June 2018)
- Profile/Volunteer Enhancements (3Q 2018)
- Roll out of Badges - recognition of participation in platform (3Q 2018)



# 2018 MGA Priority Projects

## *IEEE WIE – TechW (Tech powered by Women) Workshop*

Project Description	Develop workshops to provide leading-edge career professional development sessions for those in research, industry and entrepreneurship aimed at inspiring and advancing women in technical professions globally Develop process for volunteer and staff support for two TechW events to be held in 2018 (test pilot program in 2018 to be able to be rolled out internationally)
Desired Outcome	<ul style="list-style-type: none"><li>• Launch at least 1 TechW in Canada or United States</li><li>• Top box (75%) attendee satisfaction</li><li>• Increase IEEE/WIE Membership</li><li>• Break even financials for test model, with anticipated revenue for future events</li></ul>
<p>Deliverables:</p> <ul style="list-style-type: none"><li>• Select location in U.S. or Canada (1Q 2018)</li><li>• Establish partnership with Section in designated site location/MOU Developed (1Q 2018)</li><li>• Launch website (1Q 2018)</li><li>• Launch marketing for event (1Q 2018)</li><li>• TechW event held (September 2018)</li><li>• Attendee survey developed, delivered, with completed results analysis (October 2018)</li></ul>	



# 2018 MGA Priority Projects

## *Young Professionals Business Plan*

Project Description	Implementation of business plan, which will include a focus from June 2017 board decision
Desired Outcome	<ul style="list-style-type: none"><li>• Document requirements and establish a trial period for a special YP/MDL subscription to provide more affordable access to technical content</li><li>• Completed full scale pilot and analysis of micro volunteering platform and proof of concept with proposal for continued funding and enterprise wide roll out</li><li>• Completed due diligence and documented plan for consideration to pursue loyalty and recognition vehicles for volunteers</li><li>• Completed assessment including survey data demonstrating the impact of local and signature events for continued support</li></ul>
<p>Deliverables:</p> <ul style="list-style-type: none"><li>• Summary of all project status with timelines provided to MGA and IEEE Board (February 2018)</li><li>• Process improvements, maintenance and reopening of events funding portal (February 2018)</li><li>• Launch of micro volunteering and YP MDL pilots (Q2 2018)</li><li>• Complete recommendations Phase 2A and 2B for Go/No Go decision to further invest in Loyalty (June 2018)</li><li>• Alignment of project advancement with fiscal calendar for 2019 budget construction and consideration (June 2018)</li><li>• Reports and comprehensive analysis on pilots of YP MDL Subscriptions, Micro Volunteering Platform and Impact of Events provided to MGA and IEEE Boards (November 2018)</li></ul>	



# 2018 MGA Priority Projects

## *Revitalizing Student Branches*

Project Description	Improved Section Student Branch Interaction
Desired Outcome	<ul style="list-style-type: none"><li>• Measured improvement in student branch activity and membership</li><li>• Increases student access to section programs and resources</li><li>• Increased communication between all sections and student branches</li></ul>
Deliverables: <ul style="list-style-type: none"><li>• Develop and deploy communications and best practices with respect to branch and section relations (Q1/Q2 2018)</li><li>• Develop, promote and deploy training and resources for SSRs and SSACs (Q3/4)</li><li>• Leverage branch probations and dissolutions towards branch vitality (June 2018)</li><li>• Review governance, finance and IT aspects of alternative rebate model and obtain go/no decision from leadership (June 2018)</li><li>• Demonstrate Increase # of SSACs and SSRs (November 2018)</li><li>• Demonstrate increases in activity and officer reporting (November 2018)</li><li>• CLE Training Model updated resources (TBD)</li></ul>	



# 2018 MGA Priority Projects

## *Conferences – Membership Development Opportunities*

Project Description	
Desired Outcome	<ul style="list-style-type: none"><li>• Research and documentation of past efforts within MGA and other IEEE Ou's determining what worked and what did not work</li><li>• Model developed for improved on-site member enrollment</li><li>• Plan, timeline and budget developed for roll out of on-site membership development model in 2019</li></ul>
<p>Deliverables:</p> <ul style="list-style-type: none"><li>• Report developed of past on-site membership development within MGA and other IEEE OU's (to include past successes, enrollment tracking, etc). (Q2 2018)</li><li>• Model developed to include tools &amp; processes; simplified enrollment process; developed incentives; best practices. Will include 2-3 identified actions to be tested in 2018 (Q3 2018)</li><li>• Plan, timeline and budget completed for roll out of on-site membership development model in 2019 (Q4 2018)</li></ul>	



# Ongoing MGA Projects





# 2018 MGA Projects

## *Sections Congress 2020 - Organization*

Project Description	Determination of future Sections Congress format and location of 2020 Congress
Desired Outcome	<ul style="list-style-type: none"><li>• MGA Board approval of format for the SC2020 congress</li><li>• MGA Board approval of SC2020 site location finalize SC2020 Steering committee</li></ul>
Deliverables: <ul style="list-style-type: none"><li>• Recommendation made to MGA Board on future format of Congress and agreement received (February 2018)</li><li>• MGA Staff &amp; MCE complete RFP and outreach to cities (March 2018)</li><li>• Review of RFP responses to city locations and high level business case assumptions presented to MGA Board (June 2018)</li><li>• Final decision on location voted by MGA Board (June 2018)</li><li>• SC2020 Committee Chair and three Subcommittee Chairs identified and approved (November 2018)</li></ul>	



# 2018 MGA Projects

## *Center for Leadership Excellence (CLE)*

Project Description	Improvements to CLE platform and expanded site content
Desired Outcome	<ul style="list-style-type: none"><li>• Deliver a simple, easy to use learning solution to support multiple volunteer audiences. A resource center that will allow for an enhanced learning experience with resources available to users such as record of learning, progress, and action plans.</li></ul>
<p>Deliverables:</p> <ul style="list-style-type: none"><li>• Complete content migration plan to ensure the current platform reflects the CLE committee decisions on training curriculum to be offered in the Totara platform (Feb-March 2018)</li><li>• Offer new Action Plans for additional volunteer positions and recommended courses in each of the identified categories of training (March-April 2018)</li><li>• Execute 2018 VoLT program – Tracks 1 via CLE and Track 2 via live webinars (May-December 2018)</li><li>• Design and execute a communication plan to promote CLE awareness and grow member and volunteer usage (2018 and forward)</li><li>• Expand site content to address other roles/audiences (2018)<ul style="list-style-type: none"><li>◦ Identify sources of relevant materials for future content</li></ul></li><li>• Address remaining elements of Training Framework: metrics &amp; recognition (2018)</li></ul>	



# 2018 MGA Projects

## *vTools*

Project Description	Improvement and expanded offerings of vTools
Desired Outcome	<ul style="list-style-type: none"><li>To enhance vTools for better usability by volunteers and to ensure GDPR compliance</li></ul>
Deliverables: <ul style="list-style-type: none"><li>Merge of event creation and event reporting into one function (January 2018) - completed</li><li>Expand usage of events and eNotice to more OU Types, e.g. societies (May 2018)</li><li>All vTools applications to be GDPR compliant (May 2018)</li><li>Launch or add event registration into mobile app (Q2 2018)</li><li>More filters added to eNotice (ability for volunteers to filter by society, etc) (Q2 2018)</li><li>Support of vTools events with more than one sponsor (simplified reporting) (Q2 2018)</li></ul>	